

# **EXHIBIT 17**

Meta Business Help Center

## About custom audiences



The size of your custom audience may decrease because it may not include some iOS 14 users. Learn how iOS 14 may affect your ad strategy.

A custom audience is an ad targeting option that lets you find your existing audiences among people across Meta technologies.

You can use sources like customer lists, website or app traffic, or engagement across Meta technologies, to create custom audiences of people who already know your business.

Learn more about the types of custom audiences you can create:

- [Website custom audiences](#)
- [App activity custom audience](#)
- [Customer list custom audience](#)
- [Engagement custom audiences](#)

You can create up to 500 custom audiences per ad account.

When you're ready to grow your business, you can use your custom audience to create a **lookalike audience**. Lookalike audiences are lists of people to target with advertising who are similar to (or 'look like') the people currently engaging with your business.

Learn more about lookalike audiences.

Was this information helpful?

☒ Yes ☐ No



More in this section: Audiences

Basics



About custom audiences

About custom audience relationships

About engagement custom audiences

Set Up



Create



Manage



Troubleshoot



Suggested for you

Best practices for preventing payment failures →

Troubleshoot a disabled ad account →

Attract new customers with message ads →

Get more people to your website →



### Meta Technologies

Facebook  
Instagram  
Messenger  
WhatsApp  
Audience Network  
Kustomer <sup>1</sup>  
Oculus <sup>1</sup>  
Workplace <sup>1</sup>  
Meta for Work <sup>1</sup>

### Tools

Free Tools  
Facebook Pages  
Instagram Profiles  
Stories  
Shops  
Meta Business Suite  
Facebook Ads  
Messenger Ads  
Instagram Ads  
Video Ads  
Ads Manager

### Goals

Set Up a Facebook Page  
Build Brand Awareness  
Promote Your Local Business  
Grow Online Sales  
Promote Your App  
Generate Leads  
Measure and Optimize Ads  
Retarget Existing Customers  
View All Goals

### Business Types

Small Business  
Large Business  
Agency  
Media and Publisher <sup>1</sup>  
Creator <sup>1</sup>  
Developer <sup>1</sup>  
Startup <sup>1</sup>  
Business Partner

### Industries

Automotive  
B2B  
Consumer Packaged Goods  
Ecommerce  
Education  
Entertainment and Media  
Financial Services  
Gaming  
Real Estate  
Restaurants  
Retail  
Technology and Telecom  
Travel

### Inspiration

Meta Foresight  
Campaign Guidance  
Business News  
Case Studies  
Video  
Events  
Creative Hub

### Skills and Training

Online Learning  
Certification Programs  
Webinars

### Guides and Resources

Ads Guide  
COVID-19 Resources  
Safety and Integrity  
Business Equity  
Find a Business Partner  
Sitemap

### Business Help Center

Create and Manage Accounts  
Publish and Distribute Content  
Advertise  
Sell on Facebook and Instagram  
Monetize Your Content or App  
View All Articles

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